



**RICHARD NOTAR**  
**Managing Partner**

Richie Notar has overseen the opening of 17 Nobu restaurants worldwide, with the most recent being Nobu Los Angeles in West Hollywood. Additionally, Notar partnered with hotelier Ian Schrager and Chef Yuji Wakiya in the summer of 2007 to open Wakiya, his first Chinese restaurant at the Gramercy Park Hotel. His new ventures will benefit from over 25 years of experience in some of the most prestigious establishments in the world.

As Managing Partner of Nobu restaurants, Richie Notar has distinguished himself in the hospitality industry by establishing and maintaining relationships with his clientele and giving them a quality experience at every Nobu they visit. His success in the industry has earned him the respect and loyalty of these clients who include some of the wealthiest and most famous people in the world.

Notar's relationships with international VIP's and celebrities are crucial to the popularity of Nobu restaurants and his skills allow the establishments to function effortlessly. Notar has spent his career mentoring the next generation of Nobu staffers. He hand picks every General Manager at every Nobu restaurant to ensure that the level of service is consistent. Notar's clients trust him for this and have followed him to every enterprise he has undertaken. Richie's phone rings constantly with requests from his clients across the globe. His relationships consistently earn Nobu restaurants profile in publications such as The New York Times, The Financial Times, Crain's New York Business, New York Post's Page Six, New York Magazine and Town and Country, among others.

Nobu restaurants are noted for innovative new style Japanese cuisine. Under Notar's direction, Nobu restaurants have won unprecedented praise from various publications and organizations, starting with Nobu New York receiving the "Best New Restaurant in America" award in May of 1995 at the James Beard Awards. Additionally, Nobu New York, Nobu Next Door, and Nobu Fifty Seven have won three star reviews from the New York Times, and Nobu London and Nobu Berkeley St. have received a Michelin star each.

Richie Notar was chosen by Chef Nobu Matsuhisa, restaurateur Drew Nieporent, and actor Robert De Niro to serve as opening General Manager of the original Nobu New York when it first opened in August of 1994. His career has come full circle in his latest venture with Ian Schrager.

Richie started his career in the hospitality industry as a busboy at Ian Schrager and Steve Rubell's Studio 54 in its heyday where he eventually became Rubell's right hand man. It was here that Notar learned the nuances of serving a celebrity clientele.

Notar experienced the kitchen side of the business as a chef, working in several restaurants and hotels in New York City including the InterContinental, Mayflower, La Colonna, and several catering ventures. He then assisted Steve Rubell in the opening of the Morgan's Hotel, serving as room service manager. Richie also consulted on the opening of the Paramount Hotel and was manager at 44 Restaurant in The Royalton Hotel.

Richie Notar oversees the operations of all Nobu restaurants worldwide.